

## Exhibit Art In Movie Theatres

### Change In Alberta Amusements Act

A change in Section 13 of The Amusements Act of the Province of Alberta, which is sub headed "Tax Exemptions," will place 16 mm. films in the same category as 35 mm. for the purposes of the amusement tax. The change removes the possibility of 16

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### No Movies Before CNE Grandstand

Toronto exhibitors registered successful objection to civic approval of applications for the use of Toronto's 21,500-seat Canadian National Exhibition grandstand as a summer movie and vaudeville theatre. The Park and Exhibition Committee approved of

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### Yesterday's 'Shooting Gallery' Art Gallery Of Tomorrow?

Is the movie theatre, so often sneered at as the Lair of the Looby, becoming the Hangout of the Highbrow? Don't laugh, Mr. Exhibitor. Every month more Canadian theatres are finding the talents of the so-called Longhairs a boxoffice stimulant, even though mild.

#### Favors Competitive Bidding In Dom'n

Film Daily, NY, in an interview with Joseph Franklin, president of Franklin & Herschorn, Maritime circuit, reported:

"Franklin believes that Canada easily could stand something akin to divorce and divestiture now in progress on this side of the border. And he'd like to see competitive bidding instituted in Canada. It would be, he affirms, a tremendous impetus to showmanship — would give exhibitors some reason for going out after business, restore a healthy rivalry."

Franklin is an Indie.

Who knows but that one of these days exchanges may be offering double-bill programs made up of Roy Rogers and Rembrandt, or pictures to that effect? It is not unlikely that postcard-size reproductions of paintings will be sold in the theatres where the originals are displayed. It is true that enquiries about the purchase of paintings can be made right there, for many of them carry a price tag.

One circuit has already hired  
(Continued on Page 13)

### O'Donnell Again Heads Variety

Business meetings of the 13th Annual Convention of Variety Clubs International came to a close with a final session of the five-day conclave in San Francisco which saw the re-election of Robert J. O'Donnell as International Chief Barker for a

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### MGM's 'Kiss Of Fire'

Kathryn Grayson and Mario Lanza will star in MGM's Kiss of Fire.

### Signs Long Contract

Susan Hayward has signed an exclusive seven-year contract with 20th Century-Fox.

## Half USA Film Rentals Stay In Australia

It is unlikely that restrictions on remittance of the earnings of USA films in Australia will be reduced in 1949. The present rule is that only 50 per cent of the amount earned during the basic year of 1946 may be exported. The other 50 per cent must be invested in Australia.

Canada has no such regulation and the possibility of it seems to have been avoided by creation of the Canadian Co-operation Project, a scheme designed to bring American dollars to Canada through tourists sold on the holiday merits of this

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### Alberta Tags Films

"Adult" or "Family Entertainment" are the new identifications for films in Alberta, succeeding "U" (for "Universal") and "Passed U."

### RKO Canadian Head Wires Appreciation

Leo M. Devaney, RKO Canadian general manager, has sent a wire of appreciation to the heads of each branch expressing his appreciation of their efforts in making Leo Devaney Appreciation Week one of the most outstanding in point of billings.

The Appreciation Week was part of the Ned Depinet Drive which closed recently and was instrumental in putting the Canadian district in the lead among all the USA and Canadian districts of RKO.



AT THE 13th ANNUAL CONVENTION OF VARIETY INTERNATIONAL

Shown above at the Award banquet of the recent 13th annual convention of the Variety Clubs International at San Francisco are, from the left, Morris Stein of the Toronto Tent; John Snyder, Secretary of the USA Treasury, who presented the Humanitarian Award to Dr. Russell Lee, who accepted in behalf of winner Herbert Hoover; Luis Montez of the Mexico City Tent; and R. J. O'Donnell, International Chief Barker.

A WALTER WANGER Production

An EAGLE LION (Hollywood) RELEASE

## ARLENE DAHL in 'REIGN OF TERROR'

Another STAR-STUDED HIT from INTERNATIONAL FILM DISTRIBUTORS Limited



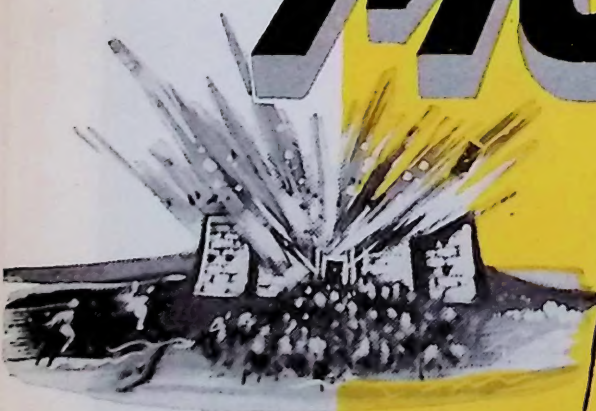
*There will be* **ACTION!**



IN EVERY THEATRE

*where*

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**"OUTPOST IN MOROCCO"**  
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**AKIM TAMIROFF • MARIE WINDSOR**  
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Directed by ROBERT FLOREY.

**WILL PLAY TO TREMENDOUS BUSINESS!**

*for a **raft** of dough thru **UA!***

## ALBERTA 16 MM.

(Continued from Page 1)

mm. theatres applying for exemption under clause G of Section 13, which formerly stated that no tax shall be collected from:

"... such exhibitions, performances or entertainments at any place of amusement, other than a moving picture theatre exhibiting standard film, which the Minister may in his discretion from time to time exempt from taxation, upon being satisfied that at least one-half of the gross receipts are to be devoted to religious, charitable or patriotic objects."

The phrase "standard films" has been replaced by "moving pictures."

Many 16 mm. theatres in Alberta have been able to avoid the tax because their sponsorship by local businessmen's organizations, in order to keep business in the community, has obtained a non-profit classification for them. Absence of the amusement tax meant that the cost to enter such theatres was smaller than for 35 mm. competitors.

Perhaps broadening of the tax regulations to include them will lead to this being corrected.

Another amendment of the Act will also help make competition fairer.

Section 13-2 now contains the following addition:

"Nothing contained in this section shall exempt any person from liability for amusement tax when a professional is employed in any Athletics, Sports, Entertainment, Exhibition, Performance or Amusement."

The Amusements Act is Chapter 40 of the Revised Statutes of Alberta, 1942, with amendments up to and including 1948. The Amusements Tax Branch is part of the Provincial Secretary's Department and F. C. Wingfield is Supervisor of Amusements Tax.

## AGVA-Variety Pact On Benefit Shows

Members of the American Guild of Variety Artists will provide entertainment at the various Variety benefits and for house entertainment in return for contributions to AGVA's insurance fund. This agreement, effective for a year from August 1st, was entered into at the San Francisco convention by delegates from 19 tents using performers.

## Wanted

Projectionist for theatre in small town. Must be reliable—references—willing to assume other theatre duties.

Apply BOX 19  
CANADIAN FILM WEEKLY  
25 Dundas Square, Toronto

## O'Donnell Chief Barker

(Continued from Page 1)

seventh term, a record pledge of \$2,800,000 for charity activities for the ensuing year, and the creation of three new international offices, among much other business transacted. Other new International officers elected were Marc Wolf, Indianapolis, 1st Assistant Chief Barker; Jack Beresin, Philadelphia, 2nd Assistant Chief Barker; Murray Weiss, Boston, Property Master; George W. Eby, Pittsburgh, Dough Guy. One new elective office was created, under a constitutional amendment, that of International Press Guy. C. E. "Chick" Lewis, New York, who has served as International Publicity and Convention Director, was elected to the post.

## Other Officers

Chief Barker O'Donnell announced appointment of other officers including Colonel William McCraw, Executive Director; Nathan D. Golden, Washington, DC, Chairman, Heart Committee; W. H. (Bud) Lollier, Los Angeles, Sergeant-at-Arms; James G. Balmer, Pittsburgh, Ceremonial Barker. Carter Barron, Washington, DC, former 1st Assistant Chief Barker, was appointed executive aide to the International Chief Barker, and C. J. Latta, an official of the new London, England, Tent, as European representative. The latter two are new appointive offices.

## Make Record Pledge

The total of \$2,800,000 includes \$200,000 earmarked for the first year's operation and rehabilitation of the Will Rogers Memorial Hospital at Saranac, NY, an obligation of the International Tent. Largest pledge, \$350,000, was made by Dallas.

The organization voted to contribute \$20,000 to the sick and health insurance fund of the American Guild of Variety Artists during the 12 months starting next August 1st. In return for this contribution, AGVA will provide free talent for local Variety Tents' benefits, charity premieres and house entertainment.

Delegates voted a constitutional change to permit formation of a "Hey, Rube Club" consisting of former Chief Barkers, who thus will continue actively in Tent activities. These clubs will be an integral part of the Tents,

and members will participate in annual conventions.

## Award to Tent 25

The annual Charity Award Citation for 1948 was voted to Southern California Tent No. 25 "for outstanding humanitarian service and the magnificent job performed by the Tent under the inspired leadership of Charles P. Skouras." Chief project by the Tent during the past year was opening and maintaining the \$200,000 Variety Boys Club in Los Angeles. The Tent is pledged to spend \$75,000 a year to establish similar Boys Clubs.

Other important activities were the Spastic Children's Foundation, a Hearing Centre for children, endowment of 61 scholarships to teachers in training handicapped children in public schools, and premature birth wards in LA County Hospital and Cedars of Lebanon Hospital. Committee which recommended this award included Arthur Ungar, Tom Connors and George Dembow. Ungar will make presentation of the plaque to Skouras at a special meeting of the Tent.

In closing the national convention, which delegates declared was the greatest yet held, Chief Barker O'Donnell paid glowing tribute to H. V. "Rotus" Harvey, General Convention Chairman, and his associates of Tent 32's convention committee. On behalf of the convention, O'Donnell extended "splendid thanks for a heartfelt, heartwarming and magnificent job."

## Cast In RKO Film

Jonathan Hale returns to the screen after a year in television to play an attorney in RKO's *The Bail Bond Story*, in which George Raft and Pat O'Brien are starred.

## One Theatre Open, Another Planned

J. J. Baldwin has opened his New Grand Theatre in Melfort, Saskatchewan. It replaces his old 500-seat Grand as the only situation there.

Sam Bannister recently announced his intention of building a theatre in Mission, BC, where Odeon operates the only theatre, the 449-seat Odeon.

## NO CNE MOVIES

(Continued from Page 1)

the idea after three separate applications had been submitted but the okay of other municipal groups was needed.

Because of protests a special committee presided over by Controller Lamport listened to exhibitor spokesmen and ruled that the applications be rejected.

The Motion Picture Theatre Association of Ontario, in behalf of its Toronto members, pointed out that small theatre operators have difficulty in inducing patronage in the summer and felt that the amount of money contributed to the city in various kinds of taxes entitled them to consideration. Joseph Singer, KC, presented the MPTAO point of view.

In behalf of Famous Players John J. Fitzgibbons, president, had wired a protest to the Toronto City Council, in which he said he had read newspaper reports of the proposed use of the grandstand with "considerable alarm." His company was interested in 50 properties which paid the Municipality more than \$150,000 in real estate and business taxes, for licenses, etc., and it objected "to property which has been built by the city with taxpayers' money being used to compete with a privately-owned taxpaying industry."

Norman Robertson, KC, spoke for the circuit before the committee.

## Krim, Hwd. EL, Quits

"Irreconcilable differences" between himself and Robert Young caused Arthur B. Krim, president of USA Eagle Lion to resign. No successor has been named.



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HYE BOSSIN, Managing Editor

## 'India Speaks' To Be Shelved Here?

India Speaks, the film ordered withdrawn by Ontario censors after playing theatres, may be shelved by its Canadian distributor, Astral Films. The Indian government objected to its exhibition, pointing out that since it was first released in 1933, the conditions it pictures are no longer true.

Astral Films retained a legal firm to represent it in the dispute. However, decision of I. H. Allen, Astral president, to withhold it may not stick. The film is controlled by Screen Classics of the USA, in which country it is still being exhibited, and it may insist on keeping it in circulation in Ontario if possible. If so, the censor board may be challenged in the courts.

The Ontario censor board was ordered to withdraw the film after its senior officers heeded a request by the Department For External Affairs, following complaint of the Indian High Commissioner in Ottawa.

Some film men expressed concern at this unprecedented type of interference, which is in effect federal censorship.

India Speaks was demonstrating boxoffice power at the Victoria, Toronto, when it was ordered withdrawn. Indian government representatives wrote to every censor in Canada asking that it be banned. A similar request in the USA was ignored, although a compromise may be made which would call for attachment of a trailer explaining that the conditions depicted have changed.

## Warners Purchase 'The Politician'

The Politician, original story by John Frank Norton, has been purchased by Warner Bros. and ear-marked by studio as a Joseph Cotten-Patricia Neal starrer. The Politician is the story of a newspaper reporter who marries mayor-elect Cotten and forces him to fulfill all his campaign promises.

## Jane Powell's Next

Jane Powell will next star in MGM's Nancy Goes to Rio.

## Paul Kelly Signed For MGM Film

Paul Kelly has been signed by MGM to play Detective Captain Anderson in Side Street, most of which will be filmed in New York. Cathy O'Donnell has been borrowed from David O. Selznick for the feminine lead. Anthony Mann will direct with Sam Zimbalist producing.

## EDITORIAL OPINION

### Selling Canada Cheaply

"Canadian Pacific" got quite a panning from a standpoint of its presentation of Canadian history. The CPR has maintained a significant quiet about it, for a healthy share of the blame for the film's affront to that part of Canada's story belongs to the line's publicity department.

Two stories were submitted to it, one by an Independent company, which bent over backwards to prepare a treatment with an honest presentation of Canadian history and which even had gone to the trouble of sending a writer to the Parliamentary Library at Ottawa and the National Museum, to obtain accurate historical data.

But the CPR waved this aside to support the Nat Holt production because its Fox release meant broader publicity. This is the story Canadian critics have been criticizing.

Hollywood will probably be blamed by some indignant Canadians but the fault lies with the CPR and possibly the Canadian Co-operation Project, which encourages and facilitates location shooting in Canada.

It is a shame that a name which is inseparable from Canadian courage and skill should be tagged on so unimportant an effort. The building of the Canadian Pacific is still our greatest accomplishment. It helped defeat disunity and link our borders in a way that is a challenge to the modern generation of Canadians. It was among the things that helped us earn the nationhood and world responsibility we are only now enjoying.

\* \* \*

Perhaps those who have that publicity-at-any-price state of mind ought to again read the history of the CPR. In "Canada—the Foundations of Its Future," a book privately printed for the House of Seagram by the Gazette Printing Company of Montreal, the late Stephen Leacock, a great Canadian, wrote:

"This enterprise, initiated with the charter of 1881 and completed with the famous gold spike driven by Donald Smith at Craigellachie, B.C., on November 7, 1885, was one of the greatest triumphs in our history. The United States had opened its first transcontinental railway in 1869. But it did not do so till there were nearly three-quarters of a million people on its Pacific coast and over six million in the States and Territories between the Mississippi and the mountains. We commenced ours with only 24,000 white people in British Columbia; with Winnipeg a town of 7,985 inhabitants; Regina a pile of bones; Calgary not on the map, and on all the plains little but the forts of the fur trade and the tepees of wandering Indians."

The first transcontinental train left Montreal for Vancouver with Sir John A. Macdonald, "the Father of Confederation," and Cabinet as passengers on June 13, 1886. The total length of the main line was 2,909 miles.

\* \* \*

Canadian children and the world's moviegoers could have been given some real understanding of Canada's enterprise as a young country through the film story of the CPR. Surely this version could not have happened if John Murray Gibbon, that devoted Canadian, had still been head of CPR public relations.

As Harold Whitehead wrote in the Montreal Gazette: "Hollywood had an extremely good story on its hands but missed the point completely."

You can't blame Nat Holt for making the picture and Fox for distributing it. Their purpose is profit. But you can blame the Canadians who settled so cheaply for the use of one of our greatest stories.

It is this attitude which makes a Royal Commission on national culture so necessary.

## AUSSIE RENTALS

(Continued from Page 1)

country by USA screens.

The Project is supposed to have helped Canada's USA-dollar position, claimed to be the only reason why some of the revenue of American films was needed here. But Canadian producers claim our infant production industry would have been helped by something like the Australian plan. They can't see the Project.

Another interesting Australian development has been the unification of censorship. The transfer of authority to the Commonwealth censor has been effected in three states and the other three are working on it.

Although Australia has little commercial production according to other standards, several feature films were or are being produced and Ealing has just purchased a studio. But Australia's chief production comes through its equivalent to Canada's National Film Board, the Film Division of the Commonwealth Department of Information.

There are 1,674 situations in Australia and 50 itinerants, and this represents a gain of 36 theatres over the previous year. Australia is apparently a better exhibition country than Canada, for it has almost as many situations, yet the population is about half of Canada's twelve million.

There were 319 features released in Australia in 1948, of which 269 were from the USA, 42 from the United Kingdom and eight from other countries.

## 20th-Fox Promotes Abe Goodman

Abe Goodman, advertising production manager of 20th Century-Fox, has been promoted to assistant to Jonas Rosenfield, advertising manager, it was announced recently by Charles Einfield, vice-president.

Goodman has been with 20th Century-Fox since 1926 and has been production manager since 1932. In addition to his duties as assistant to Rosenfield, Goodman will continue as production manager.

## 'Borderline Cases' New ASN Short

Latest short from the Associated Screen News Studios in Montreal is Borderline Cases, which was directed by Gordon Sparling and is being distributed by Empire-Universal Films.

Film, a one-reeler running ten minutes, deals with the famous "three thousand miles of undefended frontier" between Canada and the USA and demonstrates several unusual cases caused by the freedom of movement allowed between the two countries.

## Two Radio Contests Build 'Tulsa' Biz

Two separate contests on two Toronto radio stations helped to build the boxoffice take of Walter Wanger's Technicolor picture, *Tulsa*, at the Odeon-Toronto. Film is an Eagle Lion (Hollywood) production being distributed in Canada by International Film Distributors and it was held over for a second week.

Prizes in both contests were donated by Admiral Corporation Limited and the company issued showcards and arranged over 100 tie-ups with dealers for the picture.

First contest, featured over station CFRB, was for high school students of 18 and under who had to write an essay on the value of oil. CKEY carried the second and it highlighted the photography angle, in that anyone having pictures of a fire could enter the snapshots. Prizes consisted of Admiral radios, radio-phonographs and cameras.

## Studio Names Cast

Columbia set Dorothy Malone as the only woman, the feminine lead, in the cast of *Lawless*, Randolph Scott starrer which Harry Joe Brown will produce and Gordon Douglas direct. At the same time the studio named George Macready and Guy Kibbee for featured roles.



ODEON HOSTS DRAMA FESTIVAL AWARDS LUNCHEON

George W. Peters, Odeon vice-president, is shown welcoming the entrants of the Dominion Drama Festival at the Awards Luncheon in the Odeon-Toronto. He acted as host in the place of the Hon. J. Earl Lawson, whose absence was due to illness. Seated at the right is the Rt. Hon. Vincent Massey, Chancellor of the University of Toronto, who was recently appointed to head the Royal Commission on National Culture.

## Para Lifts Option

Paramount has exercised its option on Jonathan Latimer, the writer, for two years.

## MGM's 'Outriders'

Van Johnson will star in his first western for MGM in *Outriders*.

## Assigned Lead Role

Ida Lupino has been assigned a lead role in 20th-Fox' *Night and the City*.

## Zasu Pitts Signed

Zasu Pitts has been signed for the role of an army nurse in *UI's Francis*.

## MPAA Directors For New Term

Paul H. Terry of Terrytoons was added to the board of directors at the recent annual meeting of the Motion Picture Association of America in New York.

All present members of the board were re-elected.

Members of the board returned were:

Barney Balaban, Paramount; Theodore R. Black, Republic; Nate J. Blumberg, Universal; S. Broidy, Allied Artists; Jack Cohn, Columbia; Cecil B. DeMille; Ned E. Depinet, RKO; Earle W. Hammons, Educational. Edgar B. Hatrick; Eric Johnston, MPAA; Austin C. Keough, Paramount; W. Michel, 20th Century-Fox; John J. O'Connor, Universal; Norton V. Ritchey, Allied Artists; Hal E. Roach; Herman Robbins.

Nicholas M. Schenck, Loew's; Abe Schneider, Columbia; Sam Schneider, Warner Bros.; Spyros P. Skouras, 20th Century-Fox; Joseph R. Vogel, Loew's; Albert Warner, Warner Bros.; John M. Whitaker, RKO; Herbert J. Yates, Republic.

## Wald To Produce

Jerry Wald will produce Warner's *The Human Conflict*.

# Win \$5.00

For a Title to  
this Cartoon!

The funniest gag lines accepted earn five bucks for the senders. Gag the situation—not the film title which changes regularly. Forward as many entries as you like to: FRANK FISHER, Eagle-Lion, 20 Carlton Street, Toronto.

## BLUE LAGOON

starring  
**JEAN SIMMONS**

Color by Technicolor

A romance filmed in the South Seas



"I quit! This is the third time we've been in this advertisement for *Blue Lagoon*!"

The winner—  
Fred Nicholas,  
M-G-M, New York.

## Production Code Had Busy Year

The Production Code Administration of the Motion Picture Association of America gave certificates of approval to 435 feature-length films during 1948, an increase of 7.7 per cent over the previous year when 404 were okayed, according to the annual report to Eric Johnston, president of the Motion Picture Association of America.

In the report, Joseph I. Breen, PCA director, stated that 511 short subjects were approved last year as against 544 in 1947, a decrease of 6.1 per cent.

A total of 41 foreign films from member and non-member companies were approved by PCA last year as against 34 in 1947; 28 in 1946; 31 in 1945; 12 in 1944; 20 in 1943; 30 in 1942; and 22 in 1941.

The number of feature-length films approved by PCA from 1935 to 1948 was 7,071, while over the same period 9,276 short subjects, including serials, were okayed. This includes domestic and foreign productions to member and non-member companies.

In a breakdown of literary material, Breen revealed that 244, or 56.1 per cent, of the feature-length films approved last year were based on original screen stories, as compared with 233, or 57.7 per cent, in 1947.

The report to Johnston also disclosed that a total of 4,353 original screen stories were approved by PCA from 1935 to 1948. During the same fourteen-year period the average percentage of accepted original screen stories was 62.6 per cent of all source material used for feature-length pictures.

In an analysis of the types and kinds of feature pictures approved last year, the report classed 169 as melodrama, 94 westerns, 81 drama, 12 crime, 48 comedy, and 31 miscellaneous, which includes sports, adventure, cartoon, fantasy and musicals.

## David O. Selznick Assumes Presidency

David O. Selznick has assumed the presidency of the Selznick Releasing Organization, it was announced by the film distributing company. The post has been vacant since the resignation of Neil F. Agnew in September.

Other officers appointed by Selznick in the new personnel alignment of the company were: Sidney G. Deneau, vice-president in charge of domestic sales; Leonard R. Case, vice-president and treasurer; David I. Bursten, secretary; and Richard Hungate and Betty Goldsmith, assistant secretaries.



## Tribute to Bill Covert

There's no special time of day for honest sentiment. This was shown when personal friends of Bill Covert, business agent of the Canadian projectionists and an International IA vice-president, got together in the Royal York at 10 a.m. on a Sunday morning to honor him.

Bill's appointment by Ottawa to advise the Canadian delegation at the International Labor Organization in Geneva, Switzerland, gave rise to the occasion. The boys got together to present him with a travelling bag for his departure the following week.

The fair weather of good fellowship shone over everything as Jimmy Sturgess, Local 173 prexy, Gus Demery and Roy O'Connor recalled the old days with Bill. Gus worked with Bill in 1906 when John Griffin saw the possibilities of film theatres in Toronto, as did Roy O'Connor. It was Roy who operated the first motor-driven projector around here to replace the hand-cranked machine—and he needed a special government permit to do it.

But the most interesting individual present was by far the guest of honor, who is a living record of the motion picture industry in Canada. No Canadian labor official has ever enjoyed the same run in the same situation. Bill recalled the conditions of work in those beginning days, when he and others got eight cents per hour for working from 9.30 a.m. to 11 p.m.

The union was organized in 1909 and will celebrate its 40th anniversary this year. The work of putting it over at first was, for the most part, an unpaid task — "labor for the love of labor," as Covert called it.

"When the curtain comes down on my work," Bill told the boys, "I hope it can be said that it was a good show and that I set a good stage."

Pat Travers introduced Jimmy Sturgess, who made the presentation. Later others expressed their admiration for Bill, among them yours truly.

Let's hope that Bill and Mrs. Covert find this look at a different part of the world as enjoyable in realization as it is in anticipation.

\* \* \*

Earl Lawson has been ill at home for several weeks . . . Why no minute of silence at the opening ball game for the late Peter Campbell, a generous sportsman and Leaf president at the time he died? . . . Keith Wilson and family to California for six weeks . . . Sure had a great time at the Pioneer stag and don't miss the next one.

Tom Daley has been asked to be one of the judge's for the Miss Atlantic contest, to be held in connection with the Halifax Bicentenary . . . Did I report that Bill Burke is now in charge of the Brant, Brantford, as well as the Capitol? . . . Harry and Mrs. Price, the former Marion Wainwright, have returned to San Francisco after visiting here. Harry just sold his exchange there.

\* \* \*

It's Alcoholics Anonymous vs. Alcoholics Unanimous in NY, where the National Committee for Education on Alcoholism is out to raise \$100,000. To help fight what it calls a disease the committee wants to install collection boxes in bars and vendors. President of the bartenders' union, which did not object, said that if alcoholism is "a disease, then we bartenders are no more responsible for it than the sugar industry is for diabetes."

Hearing this, a friend of mine who downs a few now and then, observed: "I have never heard of a diabetic throwing away his wages on sugar, hocking his clothes to get more of it and beating up his wife and kids when he has had too much."

He was kidding, of course. It isn't the bartenders' fault in any way. But I'm glad to see that the Ontario government has set up a committee to combat alcoholism. Mr. Booze shouldn't have it all his own way.

## Schenck Asks To Quit 20th-Fox

Twentieth Century-Fox is not happy about the desire of Joseph M. Schenck, its production head and co-founder, to resign and may not release him from his contract. Schenck, who has holdings in 364 USA theatres, wants to buy into a large California circuit and the government won't let him do it unless he divorces himself from distribution.

For more than a year he has been trying to resign but he must obtain a release from the Board of Directors, since his contract runs to 1952. Spyros Skouras and Darryl Zanuck consider his services invaluable and are hoping that he will change his mind.

He is a brother of Nicholas M. Schenck, president of Loew's, Inc., with whom he entered the amusement business in 1908 in association with Marcus Loew.

In 1935 Joe Schenck and Darryl Zanuck merged their Independent production company Twentieth Century with Fox. Since then Twentieth Century-Fox has become a production leader.

## Rory Calhoun Cast In First WB Film

Rory Calhoun, one of the seven Selznick stars who will appear under the Warner banner by the terms of the recently negotiated loanout deal between the two organizations, will be starred in *The Return of the Frontiersman*, with Gordon MacRae. This will be Calhoun's first picture under the arrangement with Selznick.

## Paramount Purchase

Paramount has purchased Dwight Taylor's romantic drama, *Mr. and Mrs. Anonymous*. Taylor will do the screenplay and it will be produced and directed by George Stevens.

## Sets Airlift Film

Screenwriter-director George Seaton is in Berlin to write and direct a story of the German airlift, tentatively titled *The Quartered City*, for 20th Century-Fox.

## Release Titles For Two Columbia Films

Release titles for two Columbia features were announced by the company. The Rosalind Russell-Robert Cummings starrer, produced as *What My Next Husband Will Be*, will reach the screen as *Tell It to the Judge* and the Randolph Scott starrer, previously identified as *The Great Manhunt*, will be released as *The Doolins of Oklahoma*.

# GREETINGS FOLKS!



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**LAUGH-PROVOKING**

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**COLOR CARTOONS**

**NOW READY FOR PLAYING**

**“THE LION” “THE HOUSE CAT”**

**“THE CUCKOO” “THE OSTRICH”**

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**PRODUCED BY DAVID HAND**

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and projection equipment . . .

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. . . theatre poster service . . .

changeovers . . . General Re . . .

vacuum made film cabinets and projectors . . .

amps . . . Trimm hearing aid equipment . . .

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. . . Corrugated and perforated rubber . . .

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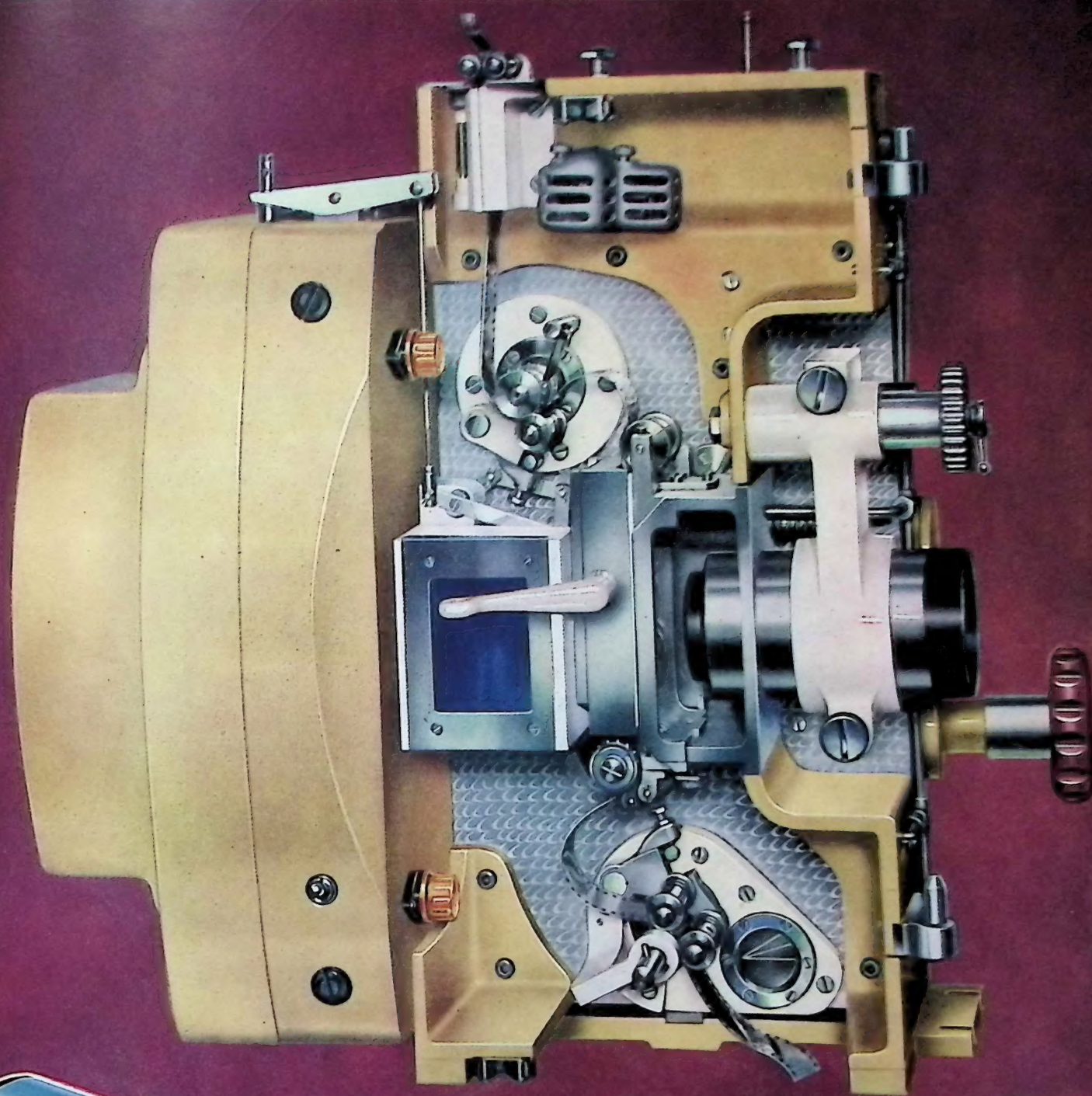
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# HELLO MR. EXHIBITOR!

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I APPEAR IN ONE OF THE SPARKLING, NEW

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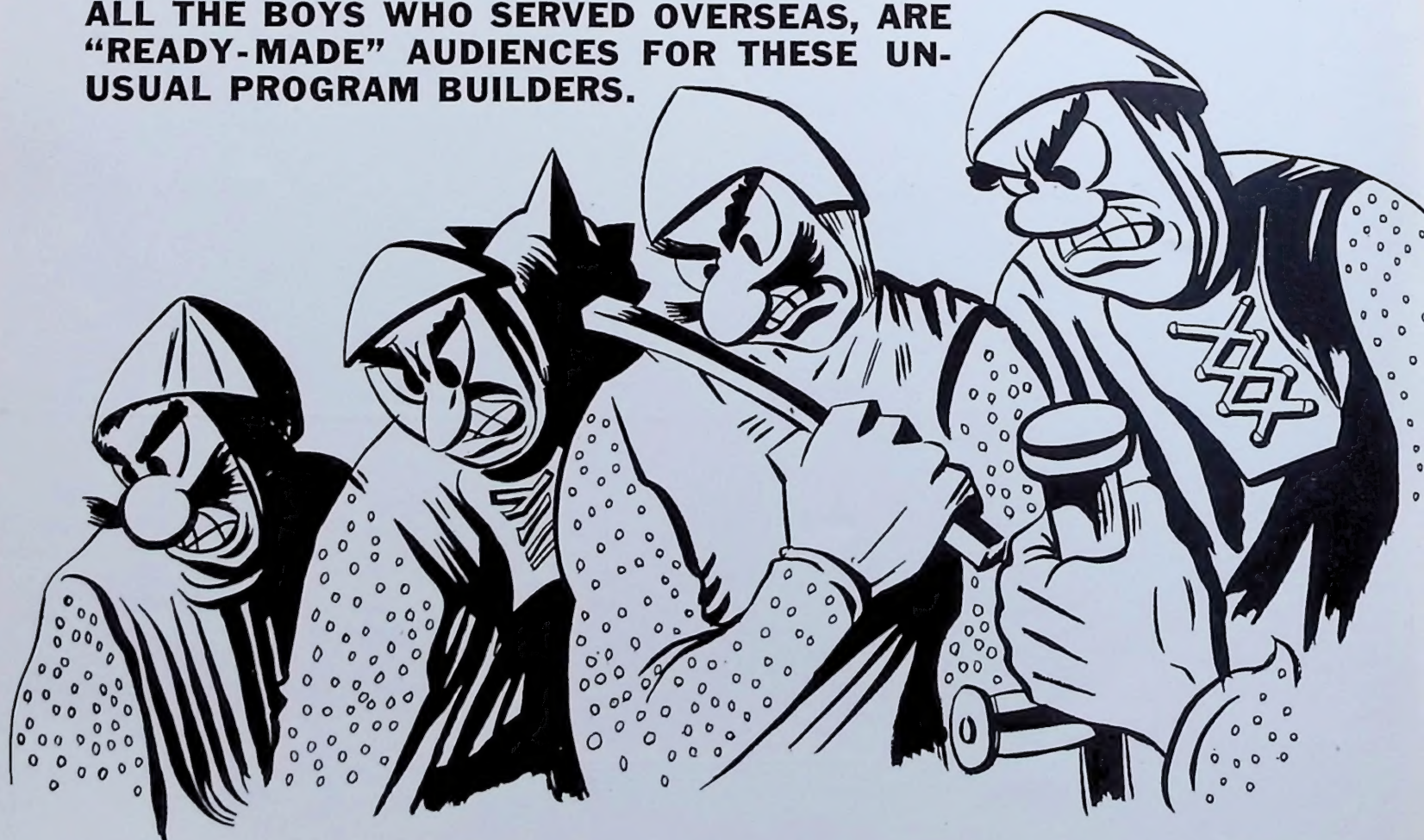
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THOUSANDS OF CANADIANS, INCLUDING  
ALL THE BOYS WHO SERVED OVERSEAS, ARE  
"READY-MADE" AUDIENCES FOR THESE UN-  
USUAL PROGRAM BUILDERS.



BOOK THEM NOW FROM YOUR EAGLE-LION BRANCH

## Cover Up

with William Bendix, Dennis O'Keefe,  
Barbara Britton.

United Artists 83 Mins.  
SMARTLY HANDLED NUMBER IS  
SOUND DRAMATIC ENTERTAINMENT.  
CREDITABLY PLAYED BY ABLE CAST.  
GOOD STORY.

Smartly handled in its various production departments, this one, produced by Ted Nasser, is sound dramatic entertainment receiving interesting emphasis by the creditable playing of the cast. They do turn in workmanlike roles played with convincing flavor.

The story is in the nature of an investigation. Director Alfred E. Green kept interest in the foreground. In developing the narrative he sustains his first aim. Original screenplay by Jerome Odlum and Jonathan Rix has to do with the researches of an insurance investigator who comes to a small town to look into a suicide case. The events surrounding the suicide make it look like murder. Murder means double indemnity and the insurance company wants the real lowdown.

O'Keefe makes his first contacts with William Bendix, the local sheriff, who knows more than he lets on. He has evidence, clues and other pertinent information which he withholds from O'Keefe. Latter must do his own digging to come up with the right dope.

Barbara Britton figures as daughter to Art Baker, the local banker. O'Keefe and the girl play at romantics. It being the Christmas season, there is much congeniality about to deluge the small town but the constant probing of O'Keefe threatens to kill the spirit.

As the story shapes up it seems possible three people could have done in the dead man who was disliked considerably. As the script develops, however, he was killed by a man who died shortly after the crime and the local townspeople in the know do just what the title means. O'Keefe decides to get himself transferred to Junction City.

CAST: William Bendix, Dennis O'Keefe, Barbara Britton, Art Baker, Helen Spring, Ann E. Todd, Doro Merande.

CREDITS: Producer, Ted Nasser; Director, Alfred E. Green; Original screenplay, Jerome Odlum, Jonathan Rix; Photography, Ernest Laszlo.

DIRECTION: Able. PHOTOGRAPHY: Good.

## Peggy Knudsen Cast

Peggy Knudsen has been cast in Paramount's Copper Canyon.

## Bride of Vengeance

with John Lund, Paulette Goddard,  
Macdonald Carey.

Paramount 91 Mins.  
HANDSOMELY PRODUCED BUT CONSIDERABLY WATERED STORY OF THE BORGIA FAMILY IN RENAISSANCE ITALY.

The general audience conversant with the activities of the Borgia family in Renaissance Italy logically would expect a highly flavored drama well laced with delineation of the iniquities of the people concerned, their political depredations and the more mentionable aspects of their for the most part unsavory pursuits.

Instead, here is offered a considerably watered story that soon slips into a pattern. That pattern is the recognizable one wherein the husband is kept at a distance from his delectable wife. She is laboring under a misapprehension. Her brother, Caesar, the master behind the intrigue, has been at his sly devilry.

Alfonso D'Este, the Duke of Ferrara, is the man for whom the poisoned wine is intended, once Lucretia makes up her mind that his death will not only avenge the murder of her husband, but also save the family honor and expand its rule.

But the good Duke rallies from the poison, discovers the value of plunging red hot iron and thus make a big cannon to shoot down the Borgia horde outside the gates. He even forgives Lucretia when he learns she has been duped by Caesar who had her husband strangled so he could juggle the fate of a disunited Italy.

Paulette Goddard, John Lund, Macdonald Carey manage to be costumed counterparts of the figures they attempt to portray. The story meanders along until the final battle scene wherein the attackers are routed with one discharge from the cannon. It was loaded with chain and assorted scrap. There is much additional dialogue furnished by Clemence Dane. Mitchell Leisen directed.

CAST: John Lund, Paulette Goddard, Macdonald Carey, Raymond Burr, Donald Randolph, Albert Dekker, Charles Dayton.

CREDITS: Producer, Richard Malbaum; Director, Mitchell Leisen; Screenplay, Cyril Hume, Michael Hogan; Story, Michael Hogan.

DIRECTION: Suitable. PHOTOGRAPHY: Good.

## The Barkleys of Broadway

with Ginger Rogers, Fred Astaire,  
Oscar Levant.

MGM (Technicolor) 109 Mins.  
REUNION OF ASTAIRE AND ROGERS IS A WELCOME EVENT. SPRIGHTLY MUSIC, LIGHT STORY MAKE AN ALL 'ROUND DIVERSION. FREED DELIVERS AGAIN.

From any point of view the bringing together again of Ginger Rogers and Fred Astaire in a musical is an event. Their resounding click of a few years ago stands to be repeated in The Barkleys of Broadway for they are again given full rein to turn in finely rounded off performances in this latest achievement by producer Arthur Freed. It is as lavish as the MGM studio can make them. The music is bright and sprightly, new and nostalgically old. Plot has a neatly developed twist to maintain a standard of constant diversion.

Add to this sound basis the talent of Oscar Levant playing the girl-chasing fall guy, also the piano.

It's a story about show business and show people who are very much in love with each other although they have for themselves a hectic, albeit funny time, proving it. Miss Rogers and Astaire are big time in the musical comedy stage world but a bee flies into Ginger's bonnet and first thing you know she wants to become a dramatic actress.

Jacques Francois, a playwright, also thinks so and he convinces her she should play in his opus about the youthful Sarah Bernhardt. This annoys Astaire considerably and they have a beautiful Class A domestic brawl. She rehearses in Francois' play but the going is tough. Familiar with his wife's theatre faults, Astaire phones her, speaking with a French accent imitating Francois. He sets her right. She goes on to a rewarding first night. Astaire makes a last pitch in French accent while Francois happens in. When he gets home Miss Rogers is there ready to beg forgiveness and rejoin him.

CAST: Fred Astaire, Ginger Rogers, Oscar Levant, Billie Burke, Gale Robbins, Jacques Francois, George Zucco.

CREDITS: Producer, Arthur Freed; Director, Charles Walters; Original screenplay, Betty Comden, Adolph Green; Photography, Harry Stradling.

DIRECTION: Smart. PHOTOGRAPHY: Very Good.

## Ma and Pa Kettle

with Marjorie Main, Percy Kilbride,  
Richard Long, Meg Randall.

Empire-Universal 75½ Mins.  
PROBABLE FORERUNNER OF A NEW SERIES OF FAMILY COMEDIES, THE "KETTLES" IS EASY-TO-TAKE FARE FOR THE GENERAL AUDIENCE. SPONTANEOUSLY FUNNY. KILBRIDE, MAIN ARE IDEAL.

There should be more of this sort of film entertainment. No doubt there will be more. The antics of the "Kettle" family as they are doled out here are contagious and spontaneously funny. It is down to earth, honest humor that is purveyed. Since this one is no doubt the forerunner of a series, the "Kettles" should manage to royally entertain the family audience.

To really rate this one it must be seen with an audience. The hardshelled viewer must take into consideration comic tastes of the general audience. The laff business as it is concocted in the screenplay by Herbert Margolis, Louis Morheim and Al Lewis is provocatively funny. The situations come easily for the wry talents of Miss Main and Kilbride. You can count audience response to the gags every few minutes.

The disorderly "Kettle" household is lifted from its squalor when Kilbride wins a contest which he entered merely because all entrants received a free new tobacco pouch. His slogan won. The "Kettles" get a brand new home with every electronic improvement plus television. They move in, hold a housewarming, try all the gadgets and are honored members of the community. But a couple of frustrated spinsters make trouble, accusing Kilbride of having filched his slogan from a calendar advertising a spittoon. A little research by Meg Randall proves Kilbride's innocence and his blurb is revealed to be an original creation. Meg Randall and Richard Long are the boy-girl factors in the story. At the fadeout Kilbride is informed he won another contest—a trip to New York. He sent for a free bottle stopper.

CAST: Marjorie Main, Percy Kilbride, Richard Long, Meg Randall, Patricia Alphin, Esther Dale, Barry Kelley, Harry Antrim.

CREDITS: Producer, Leonard Goldstein; Director, Charles Lamont; Screenplay, Herbert Margolis, Louis Morheim, Al Lewis; Based on characters from The Egg and I by Betty MacDonald; Photography, Maury Gertsman.

DIRECTION: Smart. PHOTOGRAPHY: Good.



**THOSE WHO THINK** of 16 mm. exhibitors as Itinerants and unimportant better grow up about such things. In Lucknow, Ontario, Basil Poppas, who operates a 16 mm. situation, was made head of the Chamber of Commerce. One of these days exhibitors associations will have to consider allowing membership to owners of 16 mm. theatres. These are just as important to the communities they serve as the 35 mm. are in theirs.

**PULITZER PRIZE** for music connected with a motion picture was awarded to Virgil Thomson for his Louisiana Story score. This was the first time film music was recognized as worthy of inclusion in the plan.

**LATEST DUAL** hookup are the Casino and Garrick, Halifax, Odeon houses. Odeon houses in Halifax and Vancouver will jointly premiere Floodtide, a film with a shipbuilding background.

**IN CONNECTION** with the showing of Monogram's The Big Fight Sam Hebscher, manager of the Savoy, Hamilton, arranged a series of boxing bouts on the stage. They attracted much attention, for the town's top fighters appeared.

**NORTHERN ELECTRIC** is offering a microphone weighing less than an ounce and no bigger than a stack of six dimes. And guarantees tonal fidelity, pickup sensitivity and full dynamic range.

## Fox Buys Article

Man on the Ledge, a graphic suspense story based on a recent magazine article by Joel Sayre, has been purchased by 20th Century-Fox. Sol Siegel will produce the film which will probably star Richard Widmark.

## Cameraman Assig'd

Sid Hickox, ASC, will handle the camera assignment on Warners' White Heat, starring James Cagney and Virginia Mayo.

## 'Gun Crazy' Locales Set By King Bros.

King Bros. has concluded arrangements to use the Security First National Bank in Montrose and the California Bank in Reseda for holdup sequences in their forthcoming United Artists production, Gun Crazy. Peggy Cummins and John Dall will report for both locations.



## Shifting the Blame

(From the Waterloo Record)

A motion picture industry spokesman says that movies have been made the goat of juvenile delinquency studies. He seems to have a point there. More and more youngsters in trouble seem to give as their excuse, "I got the idea from the movies"—or maybe "from the comics."

Superficially that may be so in some cases. In others it may be an alibi picked up from the very studies that the movie man mentioned. But most juvenile crime is not caused by either movies or comics. If it were, there would be many more youthful miscreants. The real causes are such things as broken homes, unhappy home life, poverty and bad environment. Some movies and comic books could stand an elevation of taste, but they aren't the prime villains.

## News Notes

### JENKINS, VCR., WINS EMP-U PRIZE

Winner of the \$150 prize for the best campaign in connection with the U-I film, Man-Eater of Kumaon, is Al Jenkins of the Plaza, Vancouver. Empire-Universal, which released the picture in Canada, provided three prizes.

Second prize of \$65 went to Gordon Reambeault of the Odeon, Haney, BC, while Leno Turolfo of the Capitol, Brandon, Manitoba, took third prize of \$35.

The judges were impressed with a slide-scene stunt worked out by Dave Rosemond, Garrick, Winnipeg. The slides, showing 16 scenes from the film, were exhibited in a store window.

### APPEAL ST. JOHN NO-SMOKING RULE

The decision of Judge J. A. Barry of the County Court, Saint John, NB, in which he upheld the ruling of Provincial Fire Marshall H. M. Armstrong banning smoking in the Paramount Theatre, will be appealed by Famous Players.

The right to appeal to the Supreme Court of New Brunswick has been granted Famous Players. There is wide interest in the case by exhibitors, insurance men, etc. New Brunswick is the only province in which the fire marshal has the power to prohibit smoking.

### NATIONAL COMMITTEE MEETS IN FALL?

The National Committee of the Motion Picture Exhibitors Association of Canada will probably meet after the federal election, which will take place on June 27th, it was suggested by John J. Fitzgibbons, its chairman.

The same communication dealt with impartial ways of allowing the political parties to make use of the newsreels for the introduction of candidates who might become the Prime Minister.

Use of the screen has been requested by the parties.

### UJA FILM GROUP, TORONTO, HOLDS RALLY

Film Group of the United Jewish Appeal of Toronto got away to a good start for the record-seeking campaign of this year. Haskell Masters presided at a dinner in the Recreation Room of Columbia Pictures and those present were addressed by Mrs. Barbara Lawrence, noted community and civic leader.

The Toronto Film Group committee is comprised of Jule Allen, Lawrence I. Bearg, Garfield Cass, Benjamin Freedman, Harry S. Mandell, Haskell M. Masters, Garson Soloway and Nat A. Taylor.

## 'Home Of Brave' Standout Drama

Having made Hollywood history in three respects, Home of the Brave, Screen Plays' film adaptation of Arthur Laurents' stirring Broadway hit, was delivered to United Artists for release recently.

Home of the Brave is the first Hollywood film to probe anti-Negro bitterness in the USA.

Home of the Brave is the first major film production to go from start to release in less than two months.

Home of the Brave is the first film in Hollywood to be planned, written, cast and produced in secrecy.

Producer Stanley Kramer, in Hollywood, swore 600 people to secrecy, a Herculean feat in a town as gossip-minded as Hollywood. Kramer explained that he had successfully rehearsed and produced a completed film in six weeks' time without a word having leaked through to the outside members of the industry.

Just to add to the complications of the production, Kramer was also deeply involved in preparing for release of his already acclaimed hit film, Champion, starring Kirk Douglas.

When the script was complete Kramer personally approached actors, by-passing their agents, to assure secrecy. He asked for pledges of secrecy from every one of the technicians involved in the making of the picture, including over four hundred of them who were employed at the film laboratory where film was processed.

"It was our intention," the producer stated, "to make an important entertainment feature in its completed form without the usual attendant publicity, so that we would be free of pressures, suggestions and advice of those not connected with its making. And we felt it unnecessary to exploit the fact that we were making a picture of complete reality."

### Added To Schedule

Kingpin, an original underworld story, has been put on Paramount's production schedule. Jules Schermer will produce and Charles Marquis Warren has been assigned to the script.

### Lead In 'Ambush'

Robert Taylor will have the lead role of Kinsman in MGM's Ambush, a large-scale western.

### Fox Buys 'Big Gun'

The Big Gun, a story by Bill Bowers and Bill Fellows has been bought by 20th Century-Fox and it will be produced by Nunnally Johnson, who would like to get Gary Cooper for the lead.

# Art In Canadian Film Houses

a man to book-and-buy exhibits. At any rate, that seems the only phrase in movie terminology to describe his function.

To leave the levity behind, the fact is that art and other types of exhibitions are growing in popularity as ante-auditorium attractions.

Pioneer of that kind of added interest is Yvonne Taylor, the same lady who proved that money could be made with artistic and foreign films if merchandised right. She inaugurated the art exhibit policy at the same time she began the film exhibition experiment at her International Cinema in Toronto about three years ago. And she proved both points at the same time.

The International Cinema was altered to meet Mrs. Taylor's plan for art displays but her newest, the Towne Cinema on Bloor Street, was designed according to her requirements—and one of these was an art gallery, almost like a wing, in the lobby. Several kinds of art make up the first exhibit, and the individual works will be auctioned when it is over.

## Big-Scale With Odeon

But it is Odeon Theatres which is doing most to spread the policy of a museum and gallery section for its houses. The Odeon-Toronto, flagship of the circuit in Canada and a work of architectural art in itself, includes a gallery in its balcony foyer. It was the public interest shown in its varied exhibits which led to attempting the idea in other circuit theatres.

Later the experiment may be tried on a local and regional level in other parts of Canada and if successful cross-country exhibitions will be worked out.

So importantly does Odeon regard the exhibit plan that it has assigned one of the several top art authorities in Canada, Paul Duval, to act for it in arranging exhibits. Duval, art critic for Saturday Night, and James Cowan, head of public relations for the J. Arthur Rank Organization of Canada, were talking, over coffee, about the amazing amount of attention a painting display was getting at the Odeon-Toronto. The resolve to see if that could be true in other theatres of the Odeon chain grew out of the conversation.

Duval queried Canada's most famed artists and they welcomed the chance to help the average person get rid of his misconceptions about art and those who serve it. For example, such members of the Royal Canadian Academy as York Wilson and Archibald Barnes have displayed their work, as have J. S. Hallam,

(Continued from Page 1)

an Academy associate; James Francis, a very promising young artist; and Bertram Brooker, artist, novelist and a screenwriter in the silent days.

Perhaps the best indication of the type of support Duval is attracting will be the one-man show of A. J. Casson at the Hyland, Toronto. Casson is president of the Royal Canadian Academy.

## In Other Cities

Ottawa, where art shows were inaugurated by the Capitol, is seeing the exhibit called Paintings of the Dance, which was offered during the run of Red Shoes at the Odeon-Toronto. This was shown in connection with the opening of Odeon's new theatre on May 14th, at which time Red Shoes began an engagement.

Proceeds of the opening night at \$2 per ticket went to the Canada Foundation, which aids culture through scholarships in the creative arts.

One of the Hamilton houses of Odeon will get a photography exhibit as its first. This show is by John Steele, president of the Ontario Society of Photographers, and is made up of men who helped build the Toronto house, as well as well-known Canadians. It was the initial exhibit in the Odeon-Toronto.

Exhibits which were first offered at the Odeon-Toronto will likely provide wall fare for other cities.

Patrons have seen a show of watercolors picturing Bermuda; one made up of religious paintings by modernists, at Easter; a novel offering of the original art of many calendars of the 90s; and rare old English hunting prints for the showing of Blanche Fury. A fascinating exhibit was the one which was placed in the lobby during Scott

## Wants Bigger Piece Of Ticket Impost

City of Toronto granted \$150,000 towards the estimated cost of \$861,000 for a new wing to the Western Hospital but Mayor Hiram McCallum expressed dissatisfaction with the use being made of the amusement tax.

"I thought when the province took over the amusement tax that the city wouldn't be asked for so much money for indigent patients," he said. "It was understood that these taxes would be used for hospital purposes, thus relieving municipalities of much of the burden."

of the Antarctic. It displayed personal possessions of the great explorer, mementoes of the tragedy and newspapers of the day.

The next exhibit at the Odeon-Toronto will be called Blue Mood. All the paintings will have blue as the dominant color. It will be offered in connection with the showing of Blue Lagoon. A future show will offer color lithographs of British stars.

## New Art Audience

Key individual in the art-movie project is Duval. Odeon shows will be offered under the banner line, "Paul Duval Presents," and all enquiries and sales will be handled by him.

Duval is keenly aware of the self-consciousness with which the average person, a term synonymous with "moviegoer," approaches art and artists. Also the inaccessibility of art galleries and the inconvenience from a time standpoint keep people away. The latter difficulties have led to a lack of interest in art on the part of the vast majority.

Exhibition of paintings in movie houses will place art before the average person in the course of his routine entertainment habits, Duval said.

He estimated that there are about 120,000 admissions to the Toronto Art Gallery in one year, and this figure includes repeaters and something like 20,000 children brought there in groups by their teachers. Yet that many saw the exhibit called Paintings of the Dance during the first month of the Red Shoes run, he pointed out.

"The average Canadian doesn't see a painting from one year to the other," Duval stated. Now they will see them in familiar surroundings. He felt the theatres would also benefit through participation in what many consider an important form of community work, particularly where local artists and children's drawings are concerned.

Canadian art is doing something for Canadian theatres and vice-versa. Lobby attractions are growing in popularity and even small neighborhood houses are falling in line by displaying television. When these are no longer a novelty, something will have to be found to take their place. Perhaps the museum idea will do that in a permanent way.

It should be noted that Odeon has already helped change theatre decoration by dropping the stock murals drawn from Greek mythology which are found in many of our theatres. In Toronto the motion picture industry is the subject of a huge mural, while in London, Ontario, local history is the theme.

# Walt Disney Has Big Program

Four feature-length films, all in Technicolor, 18 cartoon shorts a year and a new True Life Adventure series have been scheduled by Walt Disney for the next two years in the most ambitious program undertaken by the producer to date. The four features do not include Ichabod and Mr. Toad, which is nearing completion and will be distributed in the Fall. The whole slate will presumably be released by RKO, Disney having recently signed a new contract with that company.

The four features are made up of Treasure Island, a live action picture which will be personally produced by Disney in England this summer; Cinderella, for which three reels have been completed and on which production is to be geared for Christmas release; Alice in Wonderland, now in production with a top-budget rating on a par with Cinderella; and Hiawatha, being developed for his cartoon feature program.

The True Life Adventure series, which will augment his usual yearly 18 cartoon shorts, will take camera crews to all sections of the world to gather material. Running about 30 minutes each, the shorts will be live action fact films, although specialized technique animation will be used where the required scenes cannot be filmed.

It has taken Disney nearly three years to reassemble his organization and staff and a studio official asserts that it is now at the highest point of efficiency in the history of the company.

## Ginger Rogers Cast

Ginger Rogers has been signed by Universal-International for the title role in The Story Of Molly X.

## Selander To Direct

Lesley Selander will direct RKO's Tim Holt starrer, Trouble in Texas.

## RKO Borrows Star

RKO has borrowed Jean Wallace from 20th-Fox for feminine lead opposite Pat O'Brien in The Bail Bond Story.

## 'West Point Story'

June Haver will have the feminine lead opposite James Cagney in WB's The West Point Story.

## Signs Long-Term Deal

Ronald Reagan has signed a multiple long-term deal with Universal-International and his first picture under the new contract will be Flight From Terror, opposite Ida Lupino.



Footnote:

# Everybody's Talking about 20<sup>th</sup>

The Company that's  
Really Producing —

MR. BELVEDERE GOES TO COLLEGE

THE FAN • THE SNAKE PIT

MOTHER IS A FRESHMAN

TECHNICOLOR

CANADIAN PACIFIC

CINECOLOR

A LETTER TO THREE WIVES

DOWN TO THE SEA IN SHIPS

...And Everybody's saying—

There's No Business Like **20<sup>th</sup>** Business!

CENTURY-FOX